



CITY OF NEWPORT BEACH

FINANCE DEPARTMENT PURCHASING DIVISION

June 4, 2012

Re: City of Newport Beach Request for Proposal (RFP) No. 2-29

Firms Submitting Proposals:

Business Information Data Systems, Inc.
California Marketing Concepts, Inc.
Dennis Stone Consulting, Inc.
MIG, Inc.
TK Armstrong and Associates, Inc.

Dear Proposer:

Thank you for your participation in the City's RFP No. 2-29 for Business Improvement District (BID) Management Services. The evaluation panel for this RFP convened last month to evaluate all proposals submitted to the City and to conduct live interviews of all finalist firms. As opposed to a standard Bid, the City evaluated the proposals using a multitude of factors aside from, but including, pricing. The factors utilized to evaluate the proposals are as follows:

- Technical Experience and Qualifications of the Proposing Firm;
- Qualifications and Experience of Proposed Assigned Personnel to the Project;
- Proposer's Demonstrated Understanding of the Project and Methodology;
- Proposer's BID project history and knowledge of government BIDs;
- The Overall Responsiveness of the Proposal; and
- Proposed Project Costs.

The evaluation process for this project entailed a two-step process. In the first step, each of the aforementioned technical factors was assigned a weight and all proposals were scored against those established criteria. In the second step, a live interview was conducted by the evaluation panel, which was also scored. Following this process, the evaluation panel ranked **TK Armstrong and Associates, Inc.** as the highest-rated Proposer. As such, any subsequent negotiations and contracting procedures will be carried out between the City and TK Armstrong and Associates, Inc. Copies of all proposals are now available for review, upon request.

I would like to thank you for all the time you contributed during this RFP process. If your firm was not selected during this RFP process I kindly ask that you ensure that your firm is registered on the City's Online Vendor Database. This will enable the City to contact your firm in the event there are future Bids or RFPs of a similar nature. The website for this database is as follows:

<https://www5.newportbeachca.gov/osupplier/>

With Regards,

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